

UK Film Council Research & Statistics Users Survey

Report of Results from 2009 Survey

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Executive Summary

UK Film Council's Research and Statistics Unit (RSU) aims to provide the UK film community with high quality and relevant information and a rapid and efficient enquiries service. The two main publication channels are the research section of the UK Film Council website and the Statistical Yearbook.

Users of UK Film Council's Statistical Yearbook and/or research and statistics service were given the opportunity to complete a questionnaire about the statistical services provided by RSU. Participants were also encouraged to highlight any gaps in coverage so as to enable RSU to adapt and improve the statistical services they provide.

The results of the Survey provide strong evidence that RSU is successfully delivering a high quality service to the industry, achieving almost 100% satisfaction levels in some areas of their measured performance.

Method

The online survey was conducted during August and September 2009. Emails were sent providing a link to the Survey.

In total, 1,263 people were invited to participate and, at its peak, there was a 33% response rate, although some participants started the Survey but did not finish it. Of the 421 people who responded, 18% (27 participants) chose to provide their contact details to allow RSU to acknowledge their feedback, comments or concerns.

The Survey was split into two parts. The first half aimed to gather comment on:

- The Statistical Yearbook
- The research and statistics section of UK Film Council's website
- The research and statistics enquiry service; and
- Statistical services in general.

The second half of the survey gathered specific information about the participant in order to identify demographic, regional and employment representation among users of the Research and Statistics Unit.

In all instances, N/A responses have been removed to get a more accurate percentage of applicable responses when reporting on findings.

Any comments have been included verbatim with only typographical errors being amended.

Results - Overview

The Survey, and this report, is divided into five key sections:

1. The Statistical Yearbook

The aim of this section was to establish what information people look for when referencing the yearbook and for what purpose.

Highlights

Almost 97% of those who provided further information were satisfied with the Yearbook.
Over 93% of respondents agreed that the Yearbook data are presented in a useful and interesting way.

Of Interest

The majority of participants (over 70%) would prefer a hard copy of the Yearbook available to them.

2. The research and statistics section of UK Film Council's website

The aim of this section was to establish the frequency of use and accessibility of information provided via this section of the UK Film Council website

Highlights

Over 90% of respondents who did utilise the research section, found what they were looking for on the website.

Lowlights

Results indicate that around half of the participants had not used this section of the website.

3. The Research and Statistics enquiry service

The aim of this section was to see how often people utilise the phone and email enquiries service provided by RSU and to ascertain the levels of satisfaction achieved.

Highlights

90% of participants who had utilised the service believed that the Research and Statistics Unit was able to provide them with the information they were after and a further 87% agreed that this information was supplied quickly and efficiently.

Lowlights

Over 85% of respondents had not used the enquiries service.

Of Interest

Several comments were received which indicated that people do not use this service due to lack of awareness, not lack of usefulness.

4. Statistical Services in General

The aim of this section was to gather recommendations and comments about UK Film Council's statistical services in general as well as identifying other sources of reference which people use to gather statistical information about film in the UK.

Highlights

Participants seem to view the resource as a useful and fascinating service with one participant declaring it is one of the most important functions of UK Film Council and another stating the statistical services offer the best coverage of an industry sector that [they] have ever come across.

Of Interest

There is an appetite for more information on co-productions, DVD sales, film education, short films, low budget films (or those falling outside of the top ten) and exports. Additionally, there was a suggestion to circulate extracted highlights periodically to encourage people to utilise the service more.

Appendix

This section outlines the demographic, regional and employment representation of those who participated.

Section 1 – The Statistical Yearbook

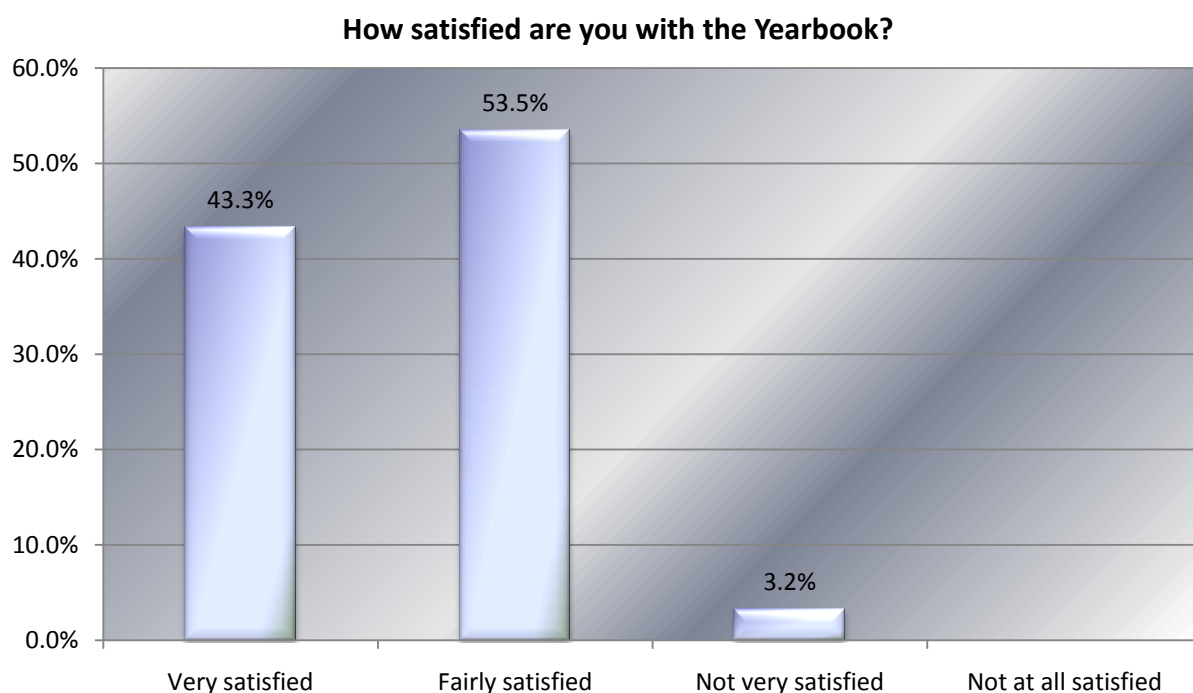
Aim: To measure the impact of the Statistical Yearbook in terms of how frequently it is referenced, the information it is used for and the reason for use.

The Yearbook is a rich source of industry data and analysis. The publication provides evidence underpinning film policy and provides insight into the UK film market.

Findings show that 76% of respondents use the Yearbook. Of the 319 users of the Yearbook, 217 chose to provide further information.

Almost 97% of those who provided further information were satisfied with the Yearbook.

Full results are shown below:



Areas of Interest

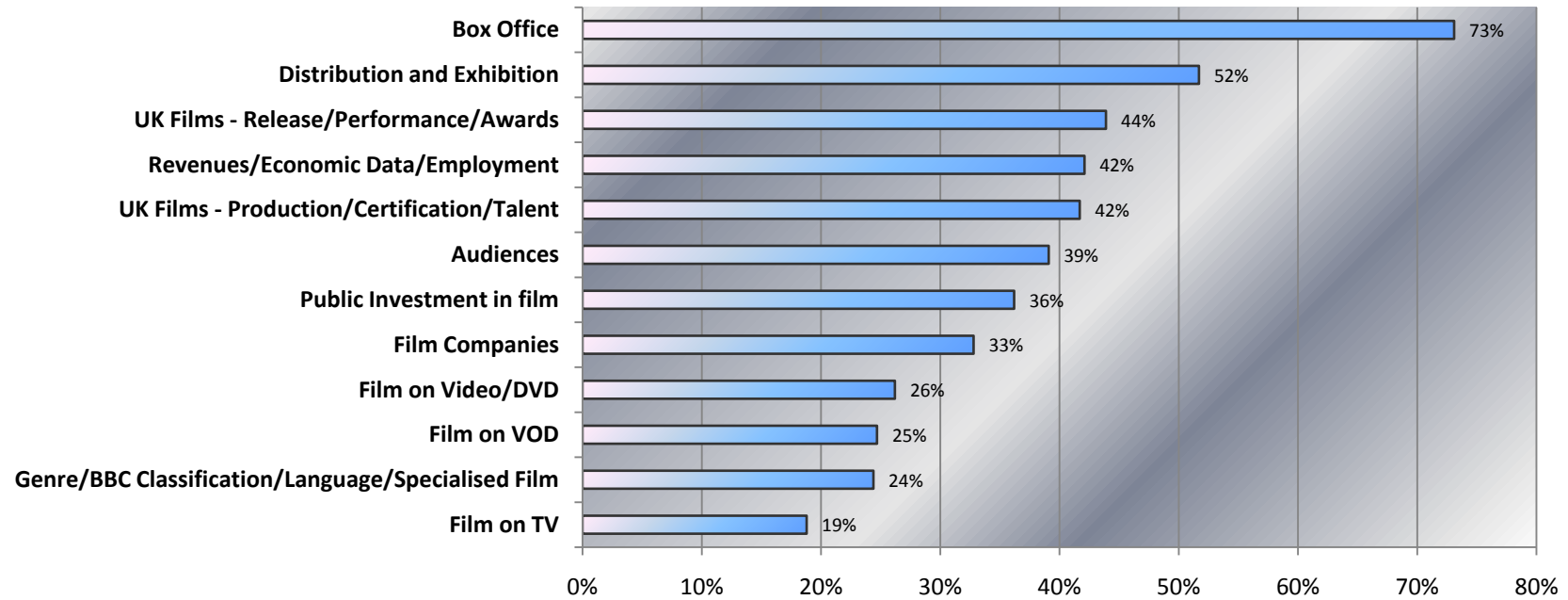
The Yearbook covers theatrical release history and comparative performance of UK films. Over 70% of respondents refer to the Yearbook for this information.

The top five areas of interest which respondents looked for in the Yearbook were:

1. Box Office
2. Distribution and Exhibition
3. UK Films - Release/Performance/Awards
4. Revenues/Economic Data/Employment
5. UK Films - Production/Certification/Talent

Full results are shown overleaf:

What information were you looking for the last time you used the Yearbook?



TOTAL RESPONDENTS - 271		
Yearbook Information	Response Count	As a %
Box Office	198	73.1
Distribution and Exhibition	140	51.7
UK Films - Release/Performance/Awards	119	43.9
Revenues/Economic Data/Employment	114	42.1
UK Films - Production/Certification/Talent	113	41.7
Audiences	106	39.1
Public Investment in film	98	36.2
Film Companies	89	32.8
Film on Video/DVD	71	26.2
Film on VOD	67	24.7
Genre/BBC Classification/Language/Specialised Film	66	24.4
Film on TV	51	18.8

Reasons for Using the Yearbook

The top five reasons for using the Yearbook are as follows:

1. General awareness of trends
2. Economic analysis
3. Audience analysis
4. Sector strategy
5. Business planning

COMMENTARY

Respondents were also invited to specify alternative reasons for what the Yearbook is additionally used for. Their comments were as follows:

Public presentations.

General knowledge and interest.

European market analysis.

To try to establish if money is being used wisely.

In the main, as an information provider, I quickly check there is something there, and then direct the enquirer directly to it, and other sources and possibilities.

Selected data from Yearbook are used (with copyright permission) in Key Note publications which offer market research analysis of UK leisure and media behaviour.

Possible corporation with marketing & PR companies.

Checking which statistics have disappeared...

Responding to queries, creating ads.

I am an Assistant Cataloguer, non-book department, in a university library. I am usually looking for information to confirm the identity of individuals or companies, in order to use the correct authority record (thus attributing credit correctly in the database that allows indexing by such entries).

Consumer education for anti-piracy.

Creating prospectus to sell our investment proposition.

I use it to inform my work in a variety of different ways and sometime just out of interest.

Background information for formulation of policy and making reports.

Answering media enquiries, building stories.

Data retrieval and specific data questions.

Seeing how our competitors are performing and what works and doesn't.

Preparation of own publications including statistical data on the European film industry.

General purpose content and look like of a film statistic year book.

Funding applications.

As basis for news story.

Articles on Filmstalker.co.uk

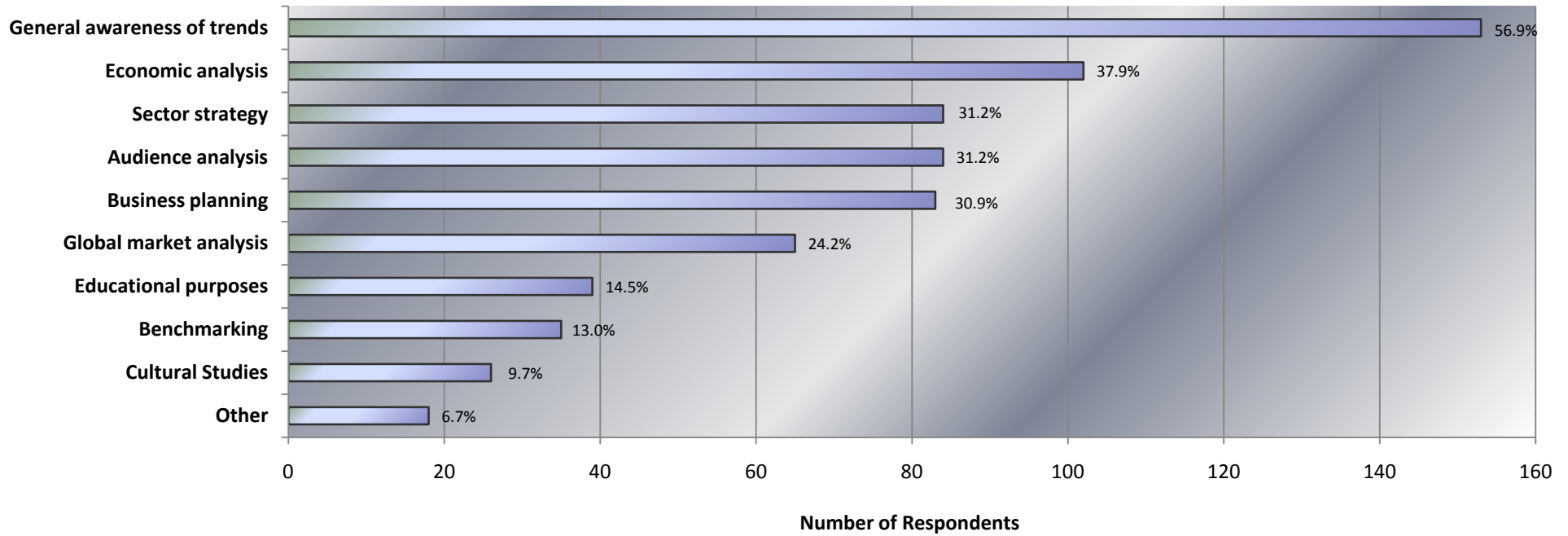
Browsing.

Preparing presentations on the current state of distribution.

News stories.

Full results are shown in the table overleaf:

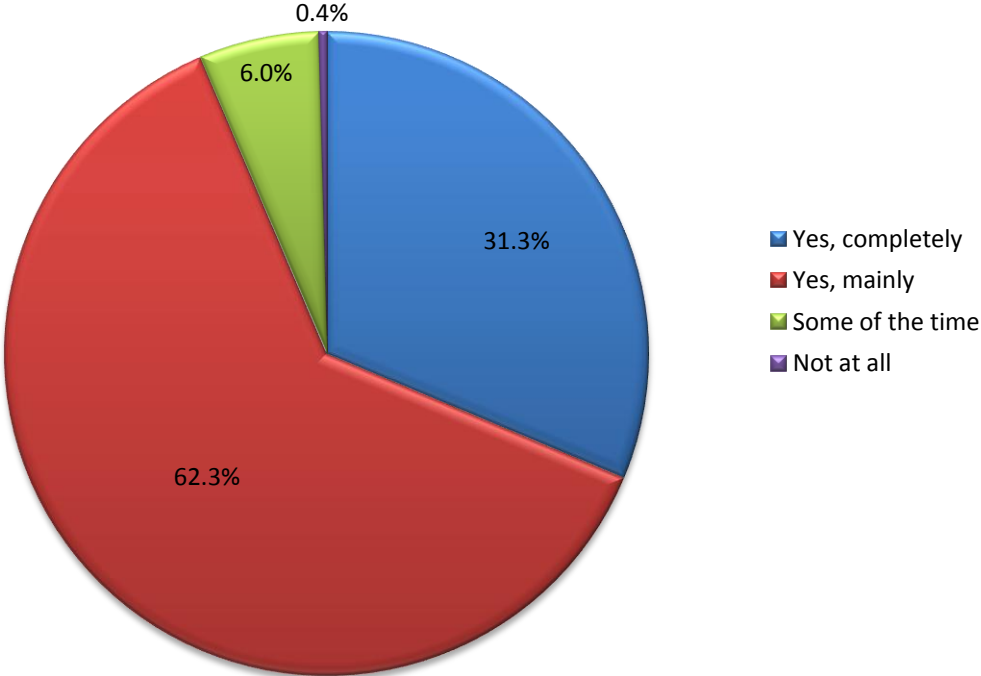
What do you mainly use the Yearbook for?



Total respondents - 269		
Why the Yearbook is used	Response Count	As a %
General awareness of trends	153	56.9
Economic analysis	102	37.9
Audience analysis	84	31.2
Sector strategy	84	31.2
Business planning	83	30.9
Global market analysis	65	24.2
Educational purposes	39	14.5
Benchmarking	35	13.0
Cultural Studies	26	9.7

Presentation of Data

Over 93% of respondents agreed that the Yearbook data are presented in a useful and interesting way.



Total respondents - 268		
Are the data presented in a way that you find useful and interesting?	Response Count	As a %
Yes, completely	84	31.3
Yes, mainly	167	62.3
Some of the time	16	6.0
Not at all	1	0.4

COMMENTARY

Respondents who answered "some of the time" or "not at all" were invited to explain where they believed the problems lie. Their comments are as follows:

Not sure if the data is provided in the easiest format - chapter settings etc.

Excluding films under £0.5m distorts true activity, and an important growth area / emerging talent.

Because it's impossible to decipher what is truly considered as an English film in terms of statistics. It feels this definition is as wide as possible to show best statistics for 'UK films', which are not reflected in our daily practice of the UK production industry and market.

Too much hype about BRITISH films when most of finance and BO goes back to USA?

Difficult to identify what investments have been made in British films?

Mostly only positive things are reported in the Statistical Yearbook. In terms of being a useful resource it might be interesting to put in some more recent findings from academic sources that are not so freely available to production companies. From doing our own research we have found some very interesting information that would be useful for more production companies to know about - such as the statistical correlations between talent and a film's success.

The question you may does not fit into the data in the same manner.

More charts please.

The presentation is too gimmicky and tabloid style.

Our listing as number ex aequo number 2 production co (but in third position) -when our budgets were higher than Vertigo and also alphabetically we come before them. Makes one feel paranoid that the UK Film Council does not want us to do well.

Occasionally would be useful to go beyond top 10 or 20 and include more of the independent titles - which cinemas performed best for these titles, breakdowns of box office/DVD/VOD/tx numbers etc.

The issue with ONS data not properly representing the sales sector.

Not enough break down detail (but may not be available or is restricted for commercial reasons).

Sometimes the charts were not explained clearly.

r-squared or similar clarification of correlation strength would be useful in assessing e.g. box office to budget ratio scatter plot.

Would prefer some comparisons with other markets. Now the MPAA does not give information about movies and piracy around the world nor figures on average marketing and production spend for the US would be useful to be directed to other organisations for this.

More commentary would be useful.

The foreign language section muddles up Hindi and other Indian films with films that are in a language that the majority of their audience don't understand. This makes the statistics not terribly useful. They really need a section of their own.

The definition of what is a "British" film.

Additional Data to Consider Including in the Yearbook

Finally, people were asked if, in their opinion, anything is missing from the Yearbook.

COMMENTARY

The following comments were received:

More information on production would be useful - including the number of actors/performers employed each year, the annual spend on performers/actors etc.

Better glossary / index.

Download and streaming data.

European/world comparisons.

Short film information [and] Film Education data.

I haven't seen the latest edition, but with devolution in place it is increasingly important for us to have accurate Scottish, Welsh, Irish data on admissions, box office, release patterns.

More information on demographics of people employed in the film industry, including actors and other creatives.

More detail on how film converts from box office to DVD by genre by cast.

More statistics regarding how much British films have made on DVD, TV, VOD etc (i.e. not Box Office) internationally, by territory, by film and genre.

Also more of the forecasts for UK Film like in the PricewaterhouseCoopers report.

More about genre analysis.

As I use the statistics for business planning and writing business plans for specific films and it would be great to have more of these figures at my finger tips.

Such as those that you can get through The UK Chart Company, or pay for from Baseline.

Benchmarking against other film industries [and the] importance of secondary and new income streams.

Information on kiosk / bar spend at cinemas.

More detailed data listings, perhaps combine with BFI Yearbook.

A clear definition of what is considered as a UK film and what is not, notably when it comes to US/UK co productions.

Contribution of exhibition to UK GDP etc taking into account exhibition of non British films.

VOD - further data (composition of catalogue by origin of films - aggregate and by service, number of downloads - aggregate and by service, breakdown of downloads by various criteria).

Film production - nominative lists of domestic UK features and UK co-productions per year.

Films on UK Television - breakdown by geographic origin of films broadcast on network and other channels.

The results of investing in British films?

More data on exports of UK film product (not just films but also other services).

In the absence of specific budget details, some individual case studies showing a budget breakdown for production, and also exhibition could be useful. This is particularly for those studying, or hoping to enter the industry.

Film archives

Film education.

I think it covers everything relevant.

I would love to see a greater level of detail on market values. I appreciate that this is sensitive market information which is very difficult to get but for example it would be good to see the range of free TV licence fee rates paid for films by the major broadcasters in any year ranging from top to bottom and/or some relationship data (top rate = 17.5% of BO). It would be great to get the key distributors/broadcasters to provide this on the basis that it could be compiled but not disclosed in a way which made it possible to identify any specific film or contributor.

VOD statistics

1 - 2 domestic product case studies encompassing development, production, distribution and exhibition statistics and revenues to see the whole value chain.

There's so much useful stuff in it, it's hard knowing where to look first!

It would be great to be able to download Excel versions of the raw data to incorporate into reports more easily.

The Yearbook is really a marketing tool which tries to bolster positivity within the industry. If it were to be really useful you would pull out independent film and studio financed films and show the difference. Then you might find independent producers begin to strategise differently.

Chapter 13 is very interesting and could be expanded in future editions.

Origin dates for production companies, if possible. Historical 'name tracking' if the company has made minor name changes over the years (e.g.: Metro-Goldwyn-Mayer = MGM.)

I would still like to see more comprehensive data on the home video market. I'm aware this may mean the Yearbook begins to encroach on the role of the BVA's own yearbook. However, at the moment the Yearbook includes rankings but without data on sales or rental turns to identify what quantities qualified these rankings. If Mamma Mia and Dark Knight were the first and second placed retail titles, what volume of units were sold to achieve this, and what value did those sales have?

I did raise that employment breakdown would be handy for the production sector - but found that this is provided by Skillset.

Academic research. Criticism. Trends. Suggestions for directions - where there are gaps in the market. Our biggest competitors are the US film studios - we need to have a much more rigorous approach to film making and to encourage companies to grow larger in order to spread their risk. We need to have really top class analysis and direction - this could come from some top US people. Let's take a leaf out of their book and make sure that the UK gets out of this 'cottage industry' perspective. We need more focus on what exactly are commercial films and how you can go about getting these kinds of films made. Suggestions for more research and decent research papers would be a good thing - not just the usual list of libraries to go to.

The reality of UK independent films. As the UK market analysis and production spend also seem to be tied up with Studio films. Would like to see studio films and independent and co-prod film (NOT STUDIO) split so we can look at real numbers of the UK film business sectors. I do not see films like Harry Potter, Bond as being indie.

Non - "Neilson 12" territories like Japan and Italy.

Cinema admissions per cinema goer (not per head of population).

It needs one or more detailed comprehensive charts listing all UK films covered with all the main statistics relating to each film.

Brief directory of key industry organisations and addresses? Otherwise it's an excellent and very well-produced document.

Difficult to say - it is so packed that it is difficult to absorb it all.

Fuller information on films made in the UK during the year with backers and key talent listing.

You have no reference to international sales companies which I find very odd - its a centre of excellence in the UK

It's far more comprehensive than anything available at to us in this country, [for] some the feeling is rather one of envy than of lack...

I think a greater analysis of what is really BRITISH and what is AMERICA MAJOR masquerading as British.

It should not count as British those films where the majority of profits goes back to an American multinational and therefore tax not paid in this country

Information on under £500k budgeted films, and information on UK production companies - e.g. Warp, Vertigo, Working Titles.

Definition of what is considered a UK film and under what criteria a particular film qualified.

Not enough on regional production.

Admissions data on a title-by-title basis would be wonderful, though I am aware that they are simply not available.

A more detailed analysis of new trends that are emerging in the film industry i.e. onset and effect of digital change and how it impacts on production and distribution.

In terms of timing it could be more up to date but I know that might not be possible because it takes time to gather than analyse.

Info on Festival audiences, trends etc.

Would be helpful to have a view of the overall audiovisual industry, primarily including TV drama production to see how film compares.

It would be interesting to add a note explaining the films' qualification as British (rather than just mentioning the Film Act). In general, from a foreigner point of view, it would be interesting to have a short introduction explaining such terms as "studio films" or "inward feature films". Definitions are given in different chapters but something like a little "methodology box" could be more effective. It would be also interesting to find the way to make comparison easier with other national and international databases which do not always define a film as "British" in the same way as UK Film Council does. I guess this would require coordination with other bodies...

Detailed info on VFX.

Maybe more on cinema trends

If possible, would be very helpful to have more detailed financial analysis relating to DVD and in future VOD.

General economic forecast across sectors and internationally.

Breakout of data by nation/region, especially Scotland! (Since Scottish Screen don't/cant do this).

Interrelationship between BO revenues and other revenue streams (especially DVD). Would be brilliant to have more detailed breakdown of DVD revenues - e.g. no of units sold, split into premium/mid-price/budget (this being essential, because otherwise the figures are almost meaningless).

Absence of any data related to Screen Heritage.

Unfortunately, some of the more detailed information that one might like to see would doubtless never be made available to the Council on the grounds of commercial confidentiality.

More breakdown of information regionally would obviously be of use to us but we understand this is not always possible and would involve more resource.

Post production and visual effects industry stats.

Performance of non-UK European films.

More data on comparable territories; info on other film-related areas of the RSA network, such as audience development, moving image archive. So more hard economic data (jobs created etc.) and soft social data (education, health, well-being?) to prove the value of film investment to a wider group of policymakers.

More detailed information about online audiences.

We would find regional analysis useful (if the data exists)

Well, it would be nice to have more detailed information about the performance of films at the UK Box Office but if one also has Screen Finance, then the statistical information one needs is available. It would just be nice to have all the detailed annual results in the one book.

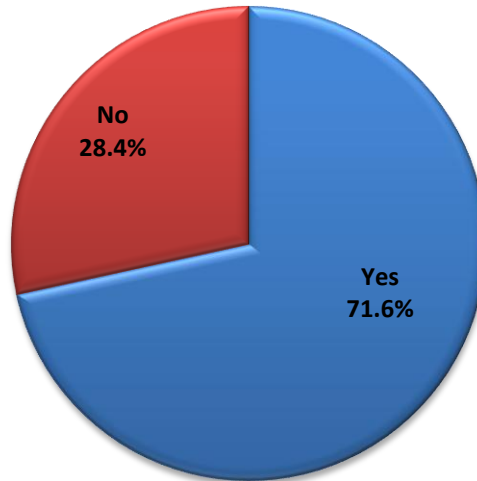
Yes. The Yearbook is very biased towards exhibition and distribution. I would like to see a breakdown of money spent in the UK by a studio broken down by Production and Post Production and if it actually qualified as a British Film or was just shot here (Gulliver's Travels?). The tax incentives are very important to the industry so it would be nice to see how many films shot here and how much they spent.

International comparisons.

The Format of the Statistical Yearbook

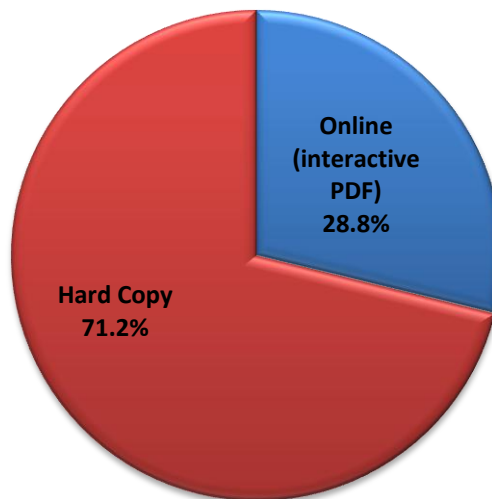
192 participants have a printed copy of the Statistical Yearbook available to them. In total, 188 respondents indicated they would prefer to own a hard copy format over simply accessing the information online.

Do you have a printed copy of the Statistical Yearbook available to you?



Total respondents - 268		
Response	Response Count	As a %
Yes	192	71.6
No	76	28.4

Which version of the Statistical Yearbook do you prefer to use?



Total respondents - 264		
Response	Response Count	As a %
Online (interactive PDF)	76	28.8
Hard copy	188	71.2

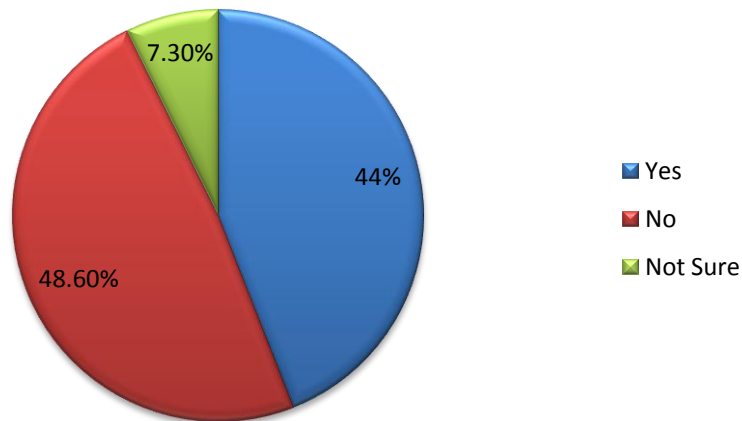
Section 2 - The Research and Statistics Section of UK Film Council's website

Aim: To measure the impact of the Research and Stats pages on UK Film Council's website; in terms of how frequently it is referenced, the information it is used for and the reason for use

The Research and Stats pages of UK Film Council's website aims to make market information easily accessible both externally (to market participants) and internally (for policy and strategy purposes).

This section of the Survey aimed to establish whether these pages are being utilised by respondents.

Results indicate that around half of the participants had not used the Research pages of the website.



Total respondents - 368		
Have you used the research and statistics section of the UK Film Council website?	Response Count	As a %
Yes	162	44
No	179	48.6
Not Sure	27	7.3

Almost 54% of those who had used the website, or who thought they may have used the website, indicated they referred to these pages on the website at least every one to six months and the top five reasons for visiting the site were to look for information on:

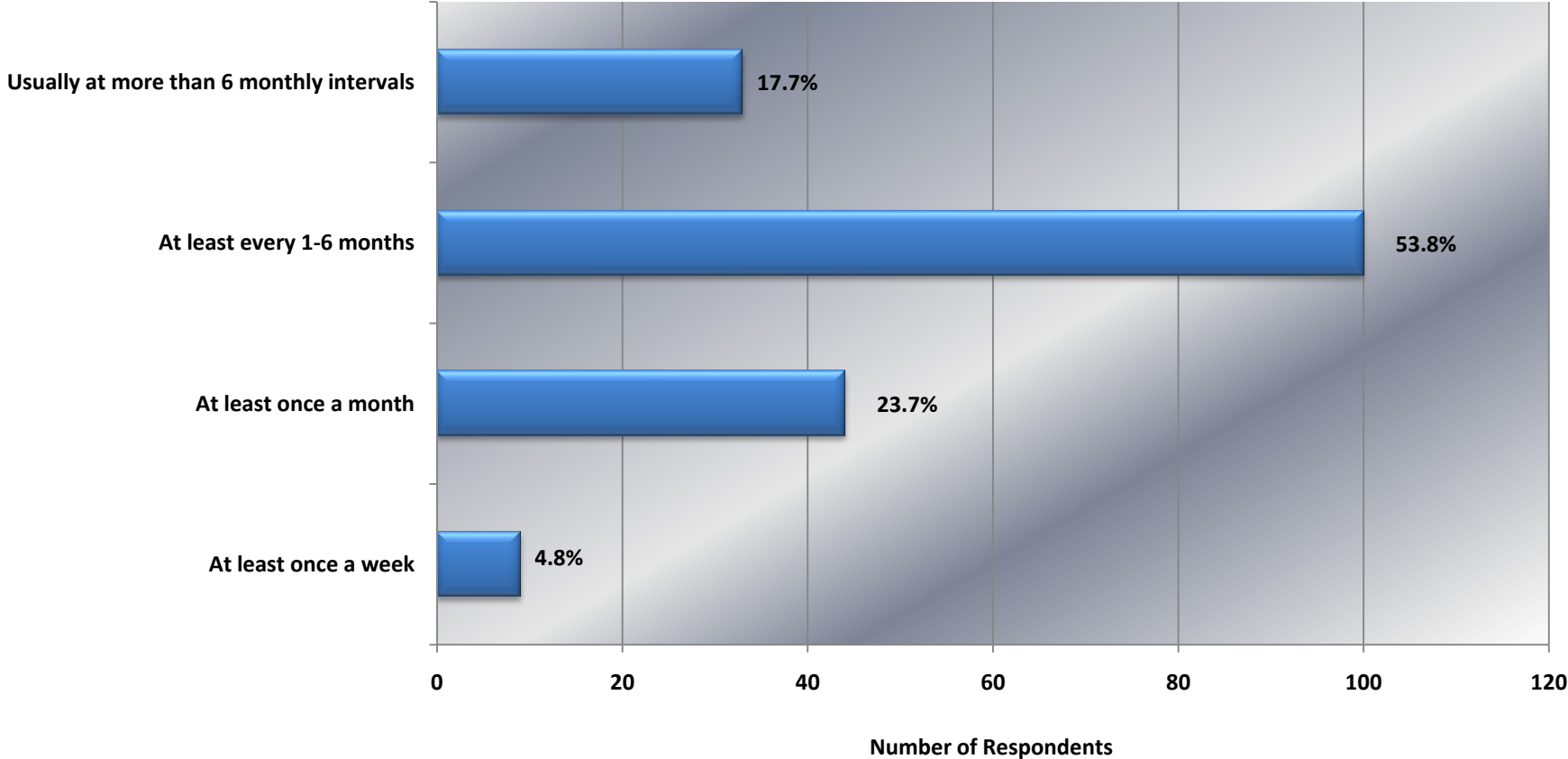
1. The Statistical Yearbook
2. UK film economy
3. UK films
4. Audiences; and
5. The weekend box office

Aside from the available choices, people also indicated they looked for the following information:

- Employment trends and profiles of creative workers - actors, performers etc.
- Box office details specific to British "made" films
- Studies and Reports by the UK Film Council such as the latest edition Stories we tell ourselves
- What's' new
- Low budget UK films
- Studies / Publications
- Box office figures (not just weekend)
- Your most recent update. Regarding Statistical Yearbook, I like having the hard copy to flip through, and the digital copy to search. Both are useful.

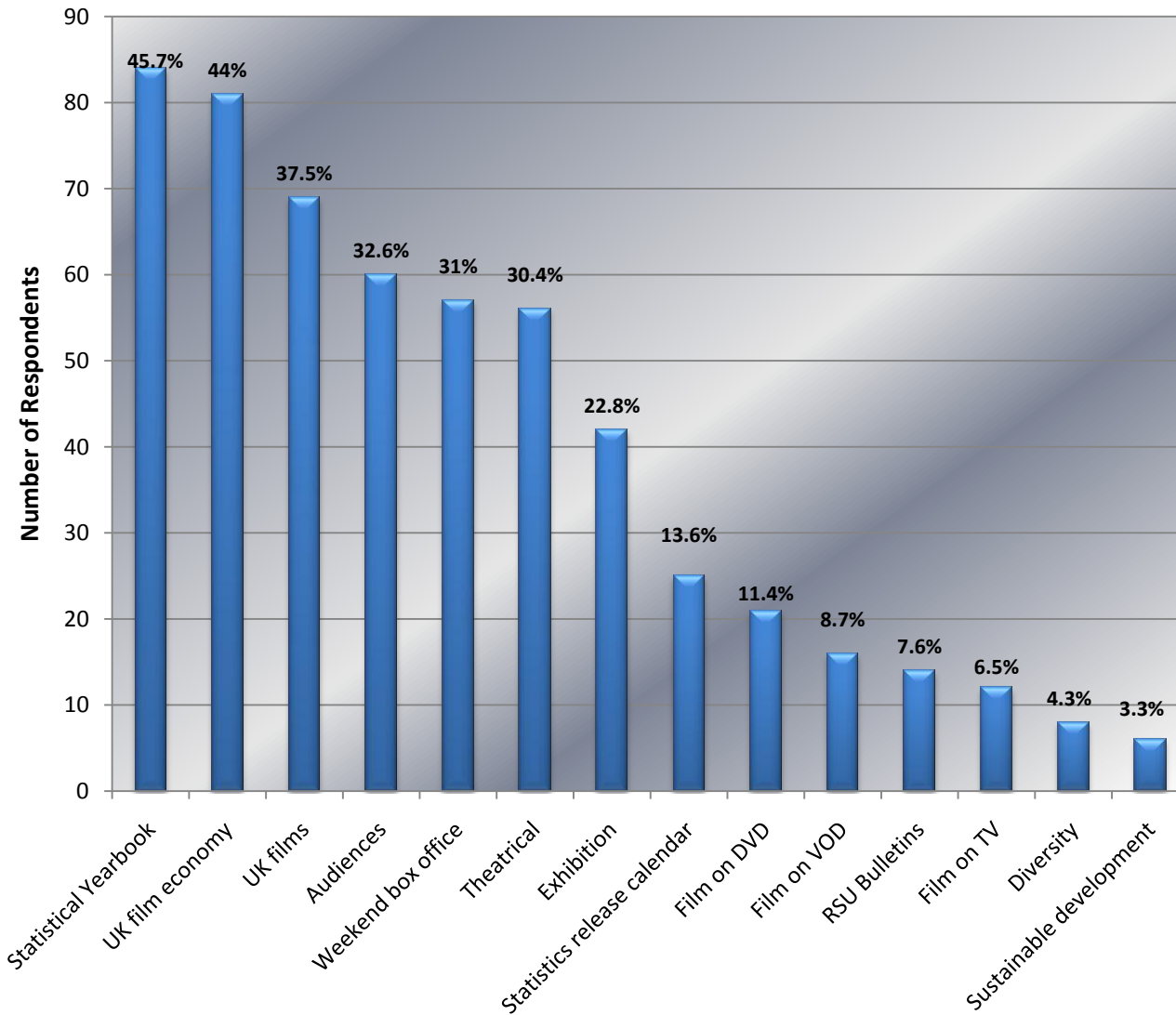
Full results are shown overleaf.

How often do you use the research and stats section of the UK Film Council website?



Total Respondents - 186		
Response	Response Count	As a %
At least once a week	9	4.8
At least once a month	44	23.7
At least every 1-6 months	100	53.8
Usually at more than 6 monthly intervals	33	17.7

Last time you used the research and stats section of the UK Film Council website, what information were you looking for?

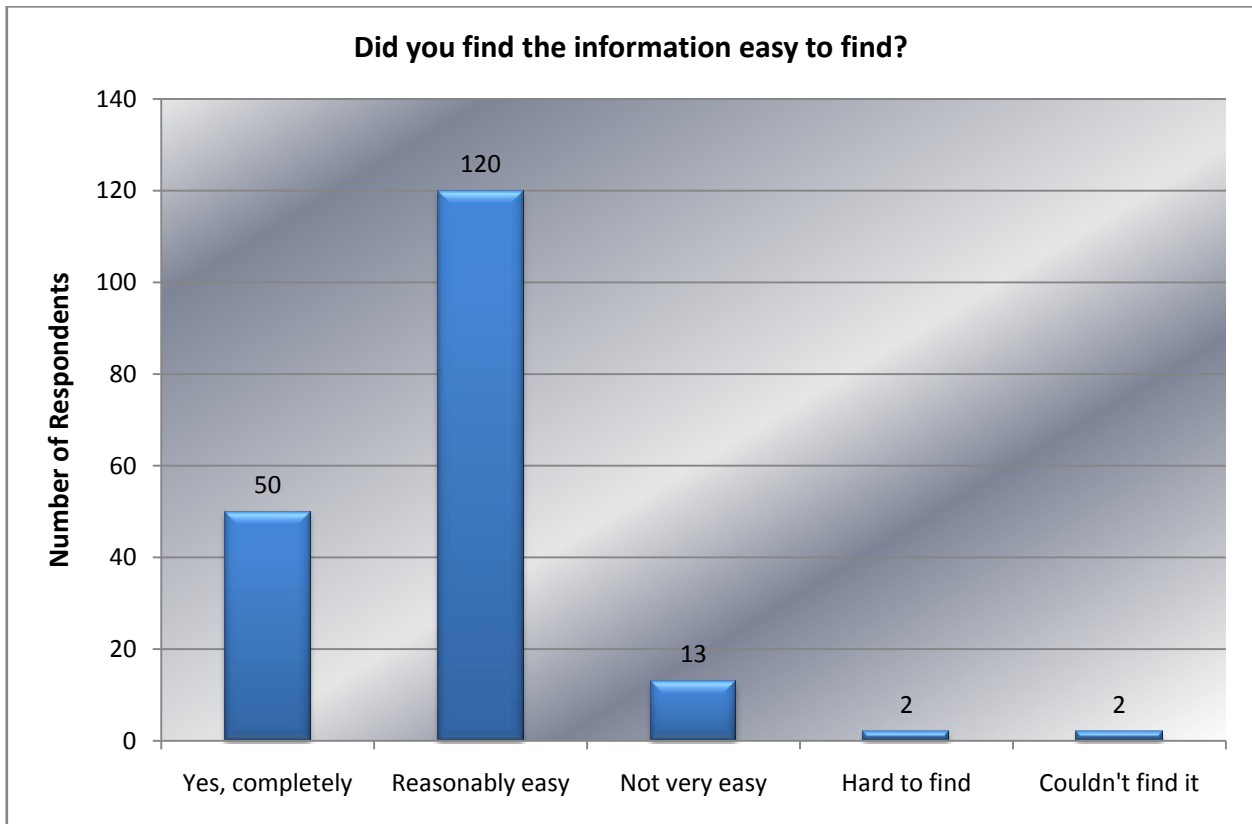


Total Respondents - 186		
Response (multiple allowed)	Response Count	As a %
Statistical Yearbook	84	45.7
UK film economy	81	44.0
UK films	69	37.5
Audiences	60	32.6
Weekend box office	57	31.0
Theatrical	56	30.4
Exhibition	42	22.8
Statistics release calendar	25	13.6
Films on DVD	21	11.4
Films on VOD	16	8.7
RSU bulletins	14	7.6
Films on TV	12	6.5
Diversity	8	4.3
Sustainable Development	6	3.3

Navigation through the Research and Stats Section of the UK Film Council website

Over 90% of respondents who *did* utilise the research section, found what they were looking for on the website.

All were invited to provide comments:



COMMENTARY

There is not much information relating to the creative workforce, and particularly actors in film and TV.

Consolidating info on various budget levels can be difficult

The value of a particular actor/film to the UK economy.

Firstly we just have chapter headings so if you are looking for box office you need to know which chapter number that is. Then once you hit a button you have the whole WinZip thing. Then you are presented with a whole list of files which are not immediately identifiable as to what info they contain. Want to be able to identify quickly what I want, then copy and paste any relevant info.

I understand there may be rights issues, but an annual box office round-up using all weekend box office figs would be useful. It would save trawling.

Limited or no information available on Digital low-budget films and UK Indie Film budgets.

I was looking for the UKFC, SPI Olsberg report comparing costs of International filming locations

DVD revenue information

Total box office figures for certain titles, top 10 titles for current and past year

Section 3- The Research and Statistics Enquiry Service

Aim: To measure the impact of, and satisfaction with, the Research and Statistics phone and email enquiries service.

Over 85% of respondents had not used the enquiries service. However, several comments were received which indicated that people do not use this service due to lack of awareness, not lack of usefulness.

Didn't know there was an online information service

I am probably not as aware of these services as I should be

An immensely valuable service!

I tend to forget the service is there

Maybe you could tell us some success stories so we know that there is something decent for us to get out of this service. I am unaware of it, and I am doing a lot of research at the moment - so what does that say about the awareness of your service? I had no idea it even existed apart from the Statistical Yearbook.

I'm after this information daily so why am I not aware of this resource?

Probably useful to know that it even exists plus it should be written in plain English.

I was unaware of these. I am not a techno- lover so do not browse and did not know this was available. Now that I do, I will look.

The 15% of people who had (or thought they had) used the service, were asked where they had heard of it. Their responses were as follows:

Response	Response Count	As a %
UK Film Council website	21	44.7
Word of mouth	19	40.4
Other	7	14.9
Telephone enquiry	3	6.4
At a seminar/conference	2	4.3
In the media	1	2.1
Internet search engine	1	2.1

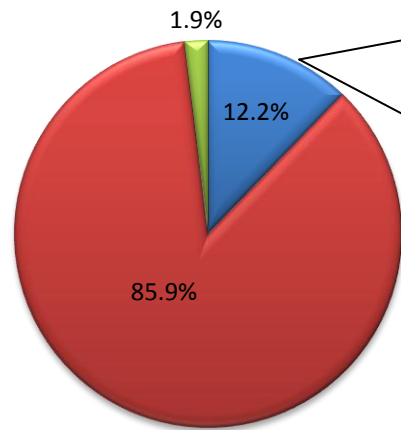
Others had either heard UK Film Council's Research and Statistics service because they work at UK Film Council or BFI, due to the professional contact on creation of service they have or simply through a personal knowledge of the service.

90% of participants who had utilised the service believed that the Research and Statistics Unit were able to provide them with the information they were after.

87% agreed that the information was supplied quickly and efficiently.

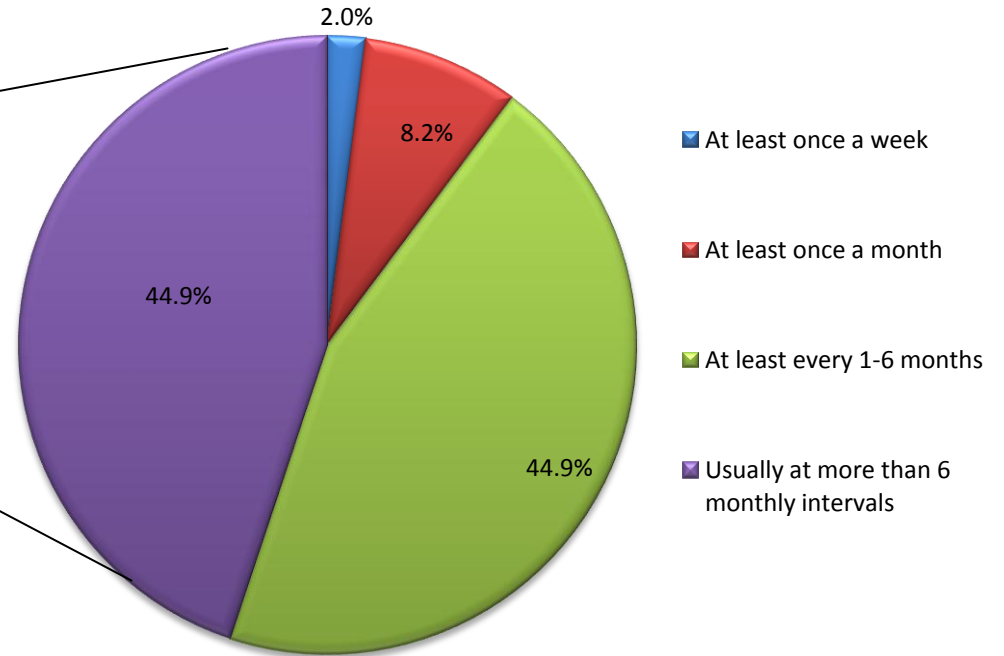
Full results are shown overleaf:

Have you used the Research and Statistics phone/email statistical enquiry service?



■ Yes ■ No ■ Not sure

If Yes, How often do you use the research and statistics phone/email statistical enquiry service?



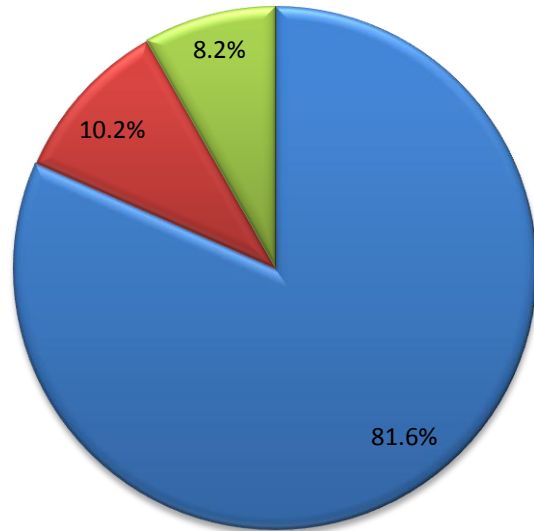
■ At least once a week
 ■ At least once a month
 ■ At least every 1-6 months
 ■ Usually at more than 6 monthly intervals

Total respondents - 361		
Response	Response Count	As a %
Yes	44	12.2
No	310	85.9
Not Sure	7	1.9

If Yes,
how often?

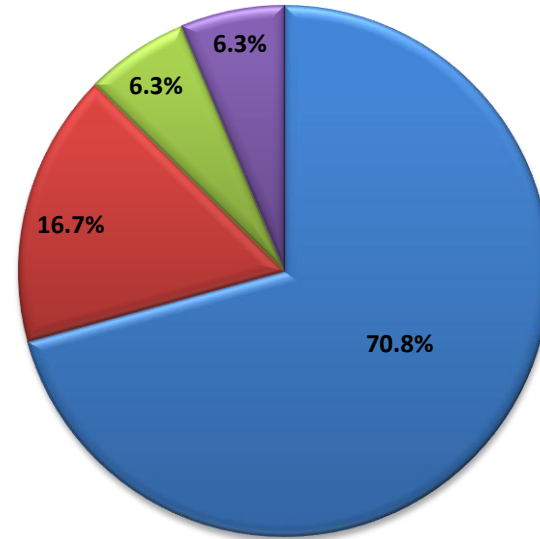
Total respondents – 49		
Response	Response Count	As a %
At least once a week	1	2
At least once a month	4	8.2
At least every 1-6 months	22	44.9
Usually at more than 6 monthly intervals	22	44.9

Were we able to supply you with the information you were after?



■ Yes ■ No ■ Not sure

Were we able to supply the information quickly and efficiently?



■ Yes, very ■ Reasonably well ■ OK ■ Not sure

Total respondents - 49		
Response	Response Count	As a %
Yes	40	81.6
No	5	10.2
Not Sure	4	8.2

Respondents - 48		
Response	Response Count	As a %
Yes, very	34	70.8
Reasonably well	8	16.7
OK	3	6.3
Fair	0	0.0
Poor	0	0.0
Not sure	3	6.3

Section 4 - Statistical Services in General

Respondents were asked for any comments or recommendations they were able to provide about UK Film Council's statistical services in general. The following were received:

I have left the question "Do I prefer the hard copy or downloadable version" unanswered as I think both are very valuable. Downloadable is more easily searchable but as I work with international partners, they very much appreciate receiving the Yearbook (weighs down the suitcase though!)

I have another comment about the way that co-production stats are collected - as so many films are now 'unofficial' co-productions, qualifying through the cultural test, I think we need to look again at how we track information about co-productions but this is a certification issue as much as an RSU issue...

Difficulty to justify the Council investment in British films looking at survey results are unknown?

Exports are really important to UK film's cultural and economic life but hard data is missing

It seems to be a fairly hidden gem, and one of the most important functions of the UK Film Council for the industry. It is relevant to all sectors of the industry which is what makes it invaluable. I often recommend the Yearbook to people.

Only use occasionally but excellent, particularly having Yearbook on-line at no cost.

Keep up the good work.

Keep up the good work!

Generally astonishingly good data. Would be good to see:

- coverage and data on short films*
- tracking of micro-budget / ultra-low budget production*
- monitoring of films watched in other spaces than home & cinema - i.e. schools / colleges / community centres / etc*
- data available in CSV / XLS format for incorporating into reports / documents / etc under a flexible attributive license*

Easier, quicker, more detailed. This is essentially the key I need to help me develop strategies regarding any movies I'm developing.

Extracted highlights should be circulated that may encourage people to look at the statistics more. But in day to day business of film making there is no need or practical use of the information.

Need more post production and stat info on films [which are] not very new. More like companies profit loss projections.

DVD sales numbers would be helpful.

The information collected and collated by RSU is incredibly useful in terms of information re performance of specific films, as well as market trends etc.

I have only recently started working for the South West Film & Television Archive, and so far I have not needed to use these services. Therefore my response to this survey is probably not a useful tool.

I think it's really useful and easy to navigate as it is.

Overall I think they are a very valuable tool for those in the film sector, and one that pulls together a large amount of

relevant statistical information in an online format that's relatively easy to access.

We need easy access to the basic facts about each film, not a succession of top tens and "fastest-biggest-longest" charts that are not comparable or cross-referable with each other.

The wealth of stats is so comprehensive it is a bit daunting to extrapolate from for e.g. what kinds of scripts should writers be trying to write?

[I] hit "no" because being in-house not sure that our enquiries are relevant in the same way as users outside the organisation.

Best coverage of an industry sector I have come across.

A really useful and fascinating service.

I'd like to see breakdowns for UK-linked feature films as pie charts divided up between various forms of funding - equity, bank loans, soft money etc. I understand this might be impossible to do on a film-by-film basis, but perhaps year-by-year broken down into domestic films/international co-productions and inward investment would be useful.

Might be interesting to include film education in future.

You could make it much easier to get hold of a hard copy of the Yearbook.

Overall excellent, well done!

Brilliant. Sean turns over my requests very fast, which is always incredibly helpful.

It's a valuable and superb service.

No further comments. Just, thank you: it is a useful research tool.

They may be of use to governmental bodies but are not of use to me as a producer struggling to get British films made. I would much rather the money spent on the UK Film Council statistical gathering department were spent on production.

I think the service is vital to ensuring informed and reasoned discussion/analysis of UK film, making the underlying data available online in spreadsheet form (as e.g. the Govt. statistical service does) would be enormously helpful in avoiding re-keying data and/or bothering you by email for data.

Same as my comment above. Would be extremely helpful to have something to help model other revenue streams as some sort of a percentage of BO performance.

Be clear about what statistics are available on the site and where to find them (with links to relevant other resources)

Consider how best to capture, present and analyse screen heritage data from publicly-funded archives in England and the UK.

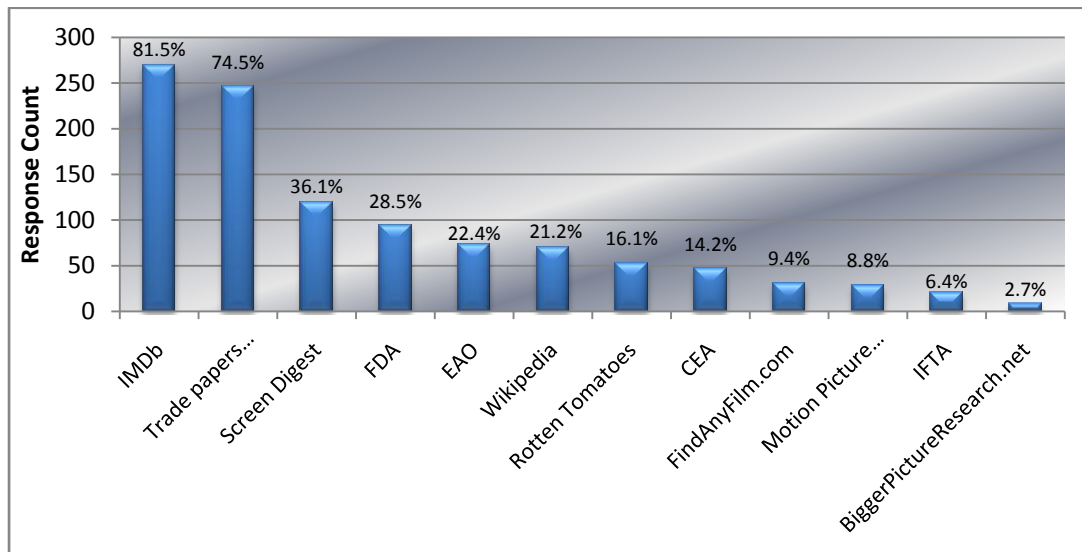
Very good. But putting all that out makes people like me want more!

Press conference v helpful.

It's excellent and everybody is really helpful - many thanks.

Provide more info on projects/companies allocated money from the UK Film Council funds.

Respondents were also asked where else they obtain statistical information about film in the UK.



Total Respondents - 330		
Response	Response Count	As a %
IMDb	269	81.5
Trade papers (Screen International, Variety etc)	246	74.5
Screen Digest	119	36.1
Film Distributors' Association	94	28.5
European Audiovisual Observatory	74	22.4
Wikipedia	70	21.2
Rotten Tomatoes	53	16.1
Cinema Exhibitors' Association	47	14.2
FindAnyFilm.com	31	9.4
Motion Picture Association	29	8.8
Independent Film and Television Alliance	21	6.4
BiggerPictureResearch.net	9	2.7

Respondents were also asked to provide their other sources of acquiring statistical information in the UK. A further 65 sources of information were made known.

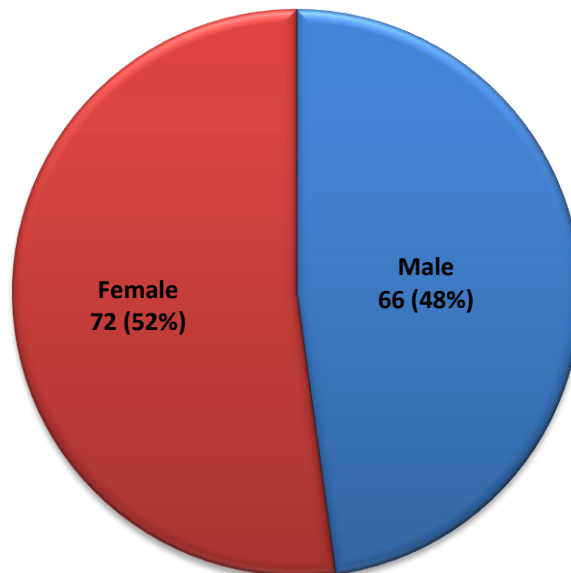
	No. of Responses		No. of Responses		No. of Responses
Academic Papers (published through university library databases)	1	Dodona Research	1	Production Community/network	1
BAFTA	2	FEUK	1	Production Guild	1
BBFC	1	Filmfileeurope.com	1	PWC Global Entertainment Outlook	1
BECTU	1	Google	2	Radio (especially Radio 4)	1
BFI (National Library and Website)	3	Independent websites	1	Screen Finance	2
BoxOfficeMojo.com	6	Individual film prod Co websites	3	Shooting People	1
Britfilms.com	2	IPSOS	1	Skillset	3
British Screen Advisory Council	1	Magazines (like Cinema Business)	1	The Industry Trust	1
British Video Association	2	mediasalles.it	1	The Numbers	2
C21 Media	1	Merrill Lynch	1	Think Tank	1
Cinando	1	Nationals	1	TV	1
CineEuropa	1	Nielson EDI Flash	8	worldwideboxoffice.com	1
Cinema Advertising Association	2	Official Chart Company	1		
Crimson UK	1	Own Publishing Sources	1		

Appendix

Participants were asked to complete as many questions as they felt able concerning their demographic representation:

Gender:

Total Respondents - 138

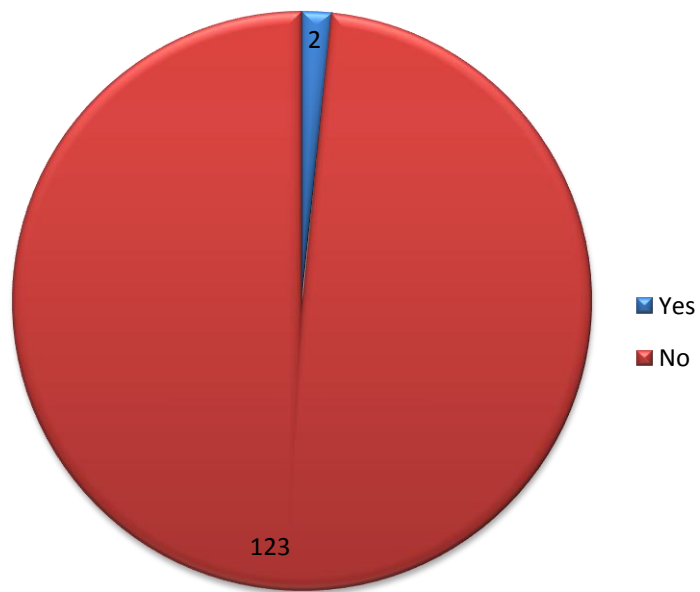


Ethnicity:

Total Respondents - 135

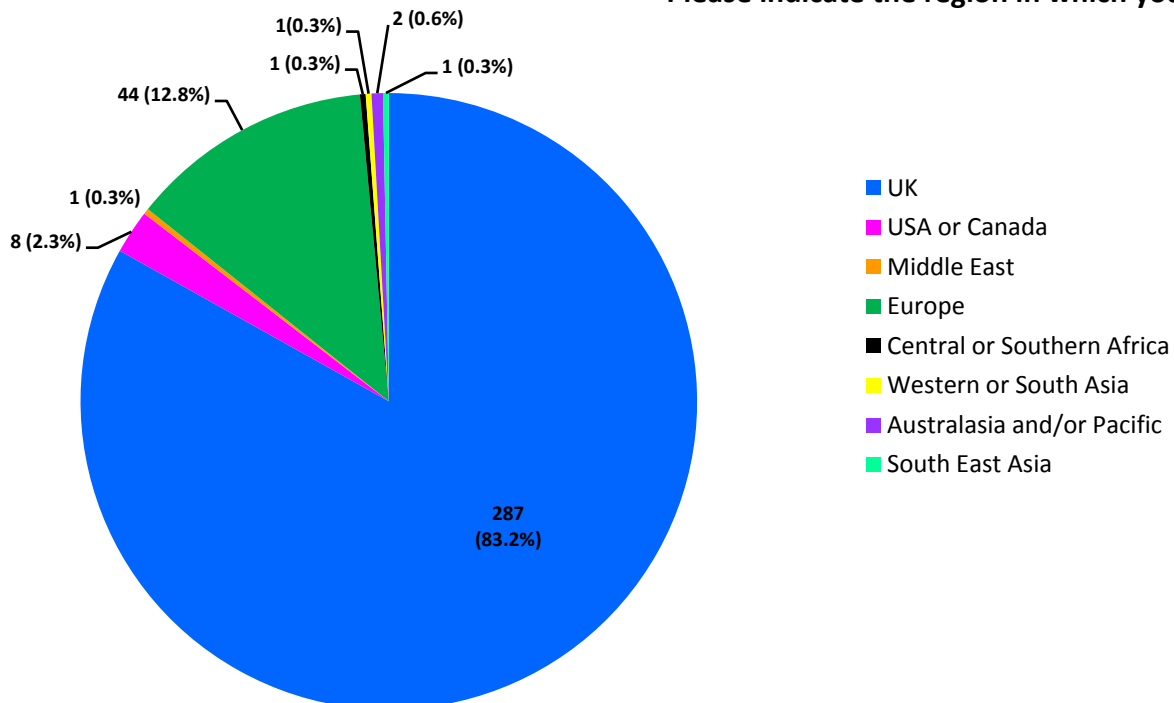
Ethnicity	Number of Participants
WHITE	26
White British	76
White Irish	4
Any other White background	16
MIXED	0
White and Black Caribbean	0
White and Black African	0
White and Asian	2
Any other mixed background	3
ASIAN	1
Indian	1
Pakistani	0
Bangladeshi	0
Any other Asian background	0
BLACK	1
Caribbean	0
African	1
Any other Black background	0
Other	1
CHINESE	2
ANY OTHER ETHNIC BACKGROUND	0
PREFER NOT TO SAY	1

Disability:
Total Respondents - 125

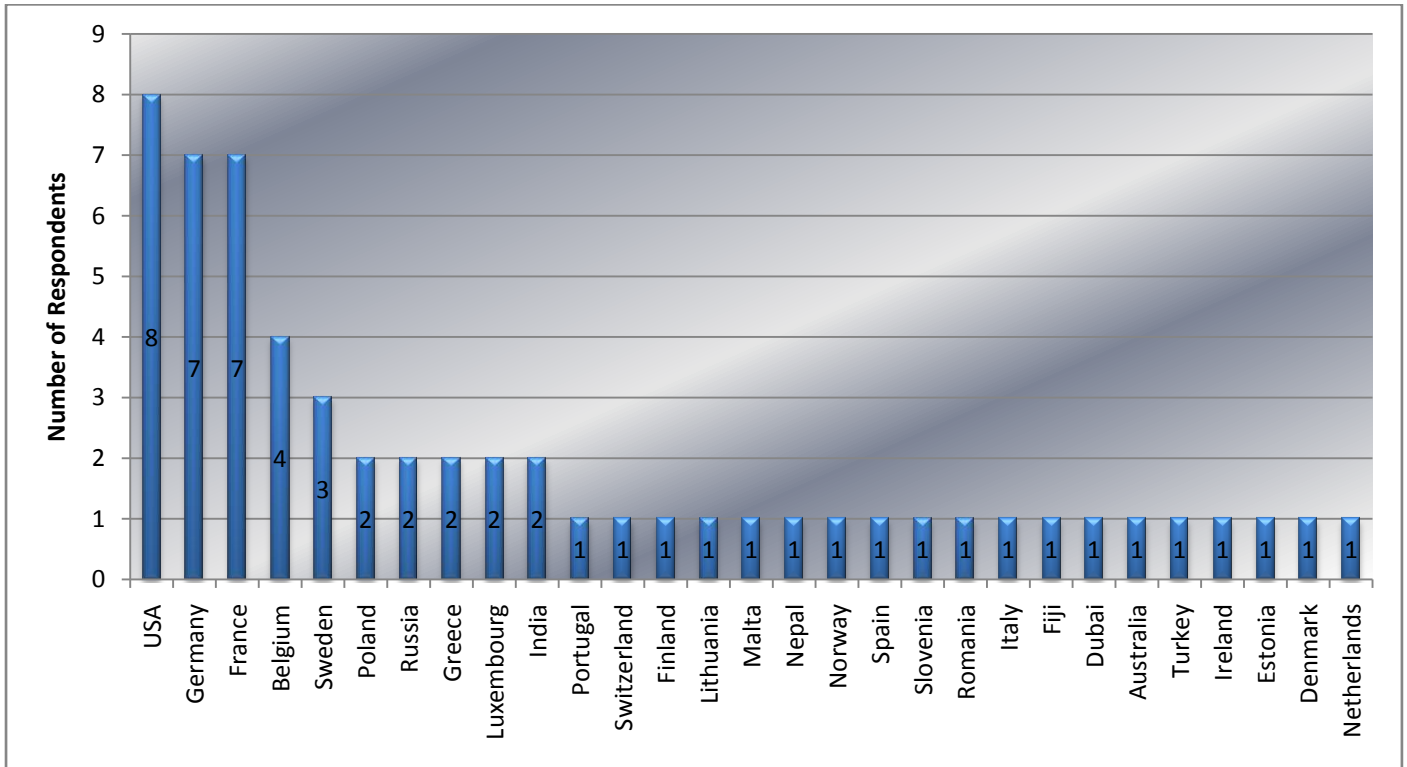


Regional Base of Respondents:
Total Respondents – 345

Please indicate the region in which you are based

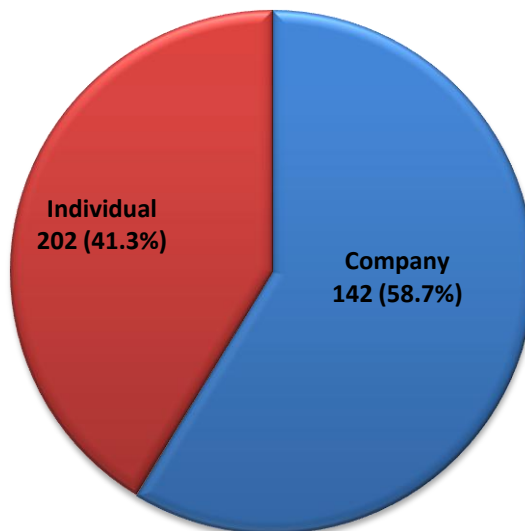


The regional base of the 58 respondents overseas were as follows:

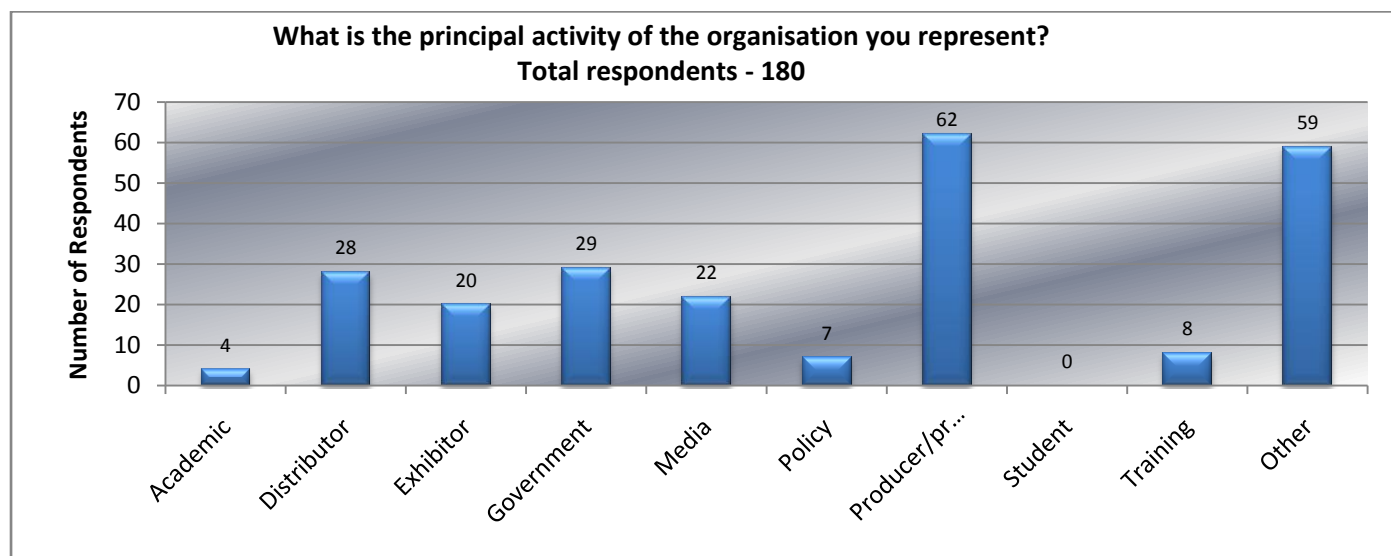


Please indicate whether you are completing this Survey on behalf of a company or as an individual?

Total Respondents - 344



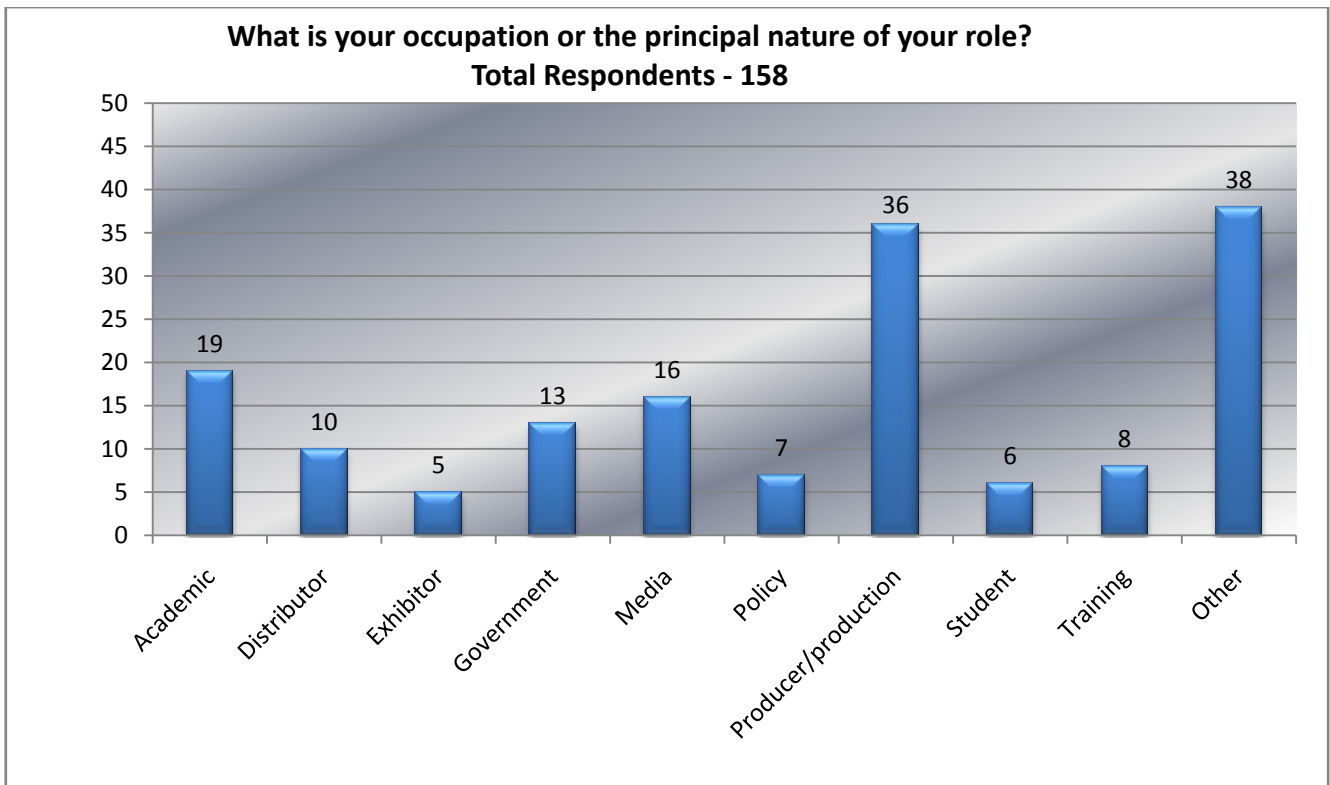
COMPANY



The 59 people who answered “Other” provided further details:

What is the principal activity of your organisation?	Number of Responses
Advisory/accounting	1
Anti-piracy	1
broadcaster/investor	1
Cinema development agency	1
Collecting Society/Agent	2
Consulting	1
Education, talent development	2
Equipment manufacture & installation	1
European public service organisation	1
Facilities Company	1
Film & TV Facilities	1
Film Association	2
Film Commission	1
Film finance	4
Film sales	1
Film Studio	1
Market research and Statistics (publishing/consulting)	4
International film and tv sales	2
Law Firm/Legal and Business Affairs	4
Local Government	2
National Film fund	1
National/Regional Screen Agency	4
Post Production (VFX, distribution, financing)	3
Promotion and Marketing	1
public strategic agency and funding body	1
Screen archive	1
Script development	1
Studio facilities	1
Talent Agency	1
Television broadcaster	1
The Directors Guild is a charity and membership organisation for directing across all media. We are engaged in training, events and policy making across a broad spectrum of activities.	1
Trade association/ representative body	7
UK Bureau Chief	1
Welsh Assembly Sponsored Body	1

INDIVIDUAL



The 38 people who answered "Other" provided further details:

What is the principal activity of your organisation?	Number of Responses
Admin/customer service	2
Agent primarily and also editor of Twelvpoint	1
Broadcaster (financier of feature films)	1
Communications and Media	1
Consultansy / research services	5
Critic, writer	1
European Commission	1
Evaluation	1
Festivals	1
Film Craft Guild	1
Finance and development	1
Freelance publicist	1
Information Services Manager, BFI National Library and BFI National Archive	1
Journalist	1
Legal Services/Business Affairs	7
National/Regional Screen Agency	2
Public funding body	2
Script Consultant/Writer	1
Seeking investment	1
Solicitor	1
Talent agent	1
Trade Union	2
UK Film Council	2